

SANTA CRUZ COUNTY
CALIFORNIA COOPERATIVE OCCUPATIONAL
INFORMATION SYSTEM

OCCUPATIONAL OUTLOOK

1996

SANTA CRUZ PRIVATE INDUSTRY COUNCIL

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SANTA CRUZ COUNTY
LABOR MARKET INFORMATION
1996

A Cooperative Program of
The Private Industry Council of Santa Cruz County

and

The State of California Employment Development Department
Labor Market Information Division

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California Cooperative Occupational Information System

Santa Cruz County

INTRODUCTION

The Santa Cruz County Labor Market Study has been produced as part of a state wide project called the California Cooperative Occupational Information System --CCOIS-- (previously the State/Local Cooperative Labor Market Information Program). This program, as the name implies, has been a cooperative effort between the Private Industry Council (PIC) of Santa Cruz, and the California State Employment Development Department (EDD) Labor Market Information Division (LMID).

Both federal and state social programs require the development of local labor market information in order to effectively meet the needs of program participants and providers. Legislation supporting the CCOIS program includes:

- Job Training Partnership Act JTPA
- Greater Avenues of Independence GAIN
- California Unemployment Insurance Code
- Family Economic Security Act
- Wagner-Peyser Act
- California Education Code
- Carl D. Perkins Vocational Education Act
- Family Support Act

The goal of this program is to improve the match between employers' labor needs and the skills of job seekers. The CCOIS program accomplishes this end through the development of up-to-date, localized occupational information. This information can be utilized to make labor market decisions, as well as in the planning of vocational education, employment and training, and economic development programs.

Inclusion of an occupation in this study does not imply suitability for training at this time, nor does exclusion of an occupation imply an over supply or lack of demand in the local labor market. The Supply/Demand statements must be weighed before any training decisions can be made.

All information used in this study was gathered from Santa Cruz County employers between July 1996 and December 1996. Any information utilized in this study which was not obtained from area employers, (such as data from EDD), has been identified, as has the source of the information.

USES FOR OCCUPATIONAL OUTLOOK REPORT

The information in this report can be used by a variety of organizations and individuals for many different purposes. Some possible uses are listed below.

Career Decisions	Career counselors and job seekers can make informed occupational choices based on skills, abilities, interests, education and personal needs. The localized information is easy to read and includes employer requirements and preferences, wages, labor demand and sources of employment.
Program Planning	This report provides local planners and administrators with employment, training and placement data, as well as occupational size and expected growth rates. Program planners can use

this data to evaluate, improve and eliminate programs, or to plan new programs.

Curriculum Design	Training providers can assess and update their curriculum based on current employer needs and projected trends, as indicated in this report.
Economic Development	Local government agencies and economic development organizations will find information on the labor pool, such as occupational size, expected growth rates and wages, useful in determining the potential for business growth and development in our labor market area.
Program Marketing	Training providers can effectively market their programs by informing students, employers and others that the opportunities for job placement are much greater because their training programs are developed using reliable local occupational data.
Human Resource Management	Small business owners and large corporate human resource directors alike can use this report to help determine competitive wages and benefits, improve their recruitment methods and assess the availability of qualified workers for business relocation or expansion purposes.

This report is intended to be used as a reliable reference on which to base these and many other decisions. Please contact the Santa Cruz County Private Industry Council at (408) 454-4080 if you have questions or require clarification of this labor market information.

OCCUPATIONAL SELECTION

The occupations studied for this program were selected at community meetings attended by members of the Santa Cruz County Private Industry Council, Community Colleges, GAIN, and other employment service providers. The selection made was based on the needs of local users of occupational information and the general client population they serve. Local CCOIS users include, but are not limited to, vocational counselors, educators and employment training specialists. (For a detailed explanation of the occupational selection process, refer to program methodology.)

OVERVIEW: OCCUPATIONAL SUMMARIES

The Occupational Summaries present a summary of the project findings that are specific to each occupation. Major sections include:

- The Occupational Title/Description
- Employment Trends, including size
- Supply/Demand Assessment
- Principle Employing Industries
- Wages/Fringe Benefits
- Training, Experience, and Other Requirements

For these summaries, the following terms have specific meanings. These are:

Almost All:	This reflects more than 75% of survey respondents.
Most:	This reflects more than 50% of survey respondents.
Many:	This reflects 35% - 50% of survey respondents.
Some:	This reflects 10% - 34% of survey respondents.

SIZE OF OCCUPATION

This is a relative term used to describe the size of a particular occupation. The designation is based on the size of the work force in the county. The size of an occupation in Santa Cruz County is represented by the following ranges.

Small	less than 136
Medium	136 to 270
Large	271 to 587
Very Large	588 and above

The size of the occupation is important because it is a determining factor in the number of jobs available. Occupational size for an occupation must be considered in conjunction with the rate of growth for that occupation to determine the number of jobs which may be available.

For most occupations, a greater number of openings are created as a result of workers leaving the labor force (attrition) or changing occupations than are created from industry growth. Replacement openings are highest in occupations which require little training, or pay lower wages.

The figures for Occupation Size were obtained from EDD Projections of Employment, Santa Cruz, 1993-2000.

EMPLOYMENT TRENDS

This is a description of the expected rate of growth for the outlook period, 1993-2000. LMID projected a growth rate of 19.5% for Santa Cruz County during this seven year period (total nonagricultural employment). This rate of growth is higher than the 15.2% projected in the 1992-98 Projections of Employment.

One of the following terms will describe the growth trend for each specific occupation.

Much faster than average	=	1.50 times average or higher or greater than 34.41%
Faster than average	=	1.10 to 1.49 times average or 25.19% - 34.41%
Average	=	.91 to 1.09 times average or 21.02% - 25.18%
Slower than average	=	.90 times average or less or below 21.02%

SUPPLY/DEMAND ASSESSMENT

The terms presented in this section of the summary refer to the relative difficulty employers have in finding qualified applicants. The terms used in describing the local supply/demand conditions in the area currently are defined as follows.

Great difficulty: Demand is considerably greater than the supply of qualified applicants. Employers often cannot find qualified applicants when an opening exists.

- Some difficulty: Demand is somewhat greater than the supply of qualified applicants. Employers may at times have some difficulty finding qualified applicants.
- Little difficulty: Supply is somewhat greater than demand for qualified applicants, and applicants may experience competition in job seeking.
- No difficulty: Supply of qualified applicants is considerably greater than demand, creating a very competitive job market for applicants.

This section lists supply/demand terms separately for experienced and inexperienced workers.

Principle Employing Industries tells the reader where the jobs are in relation to the employers responding to the survey in Santa Cruz County.

WAGES AND FRINGE BENEFITS

The wage data enables comparison of salary information for different occupations through three salary ranges. Keep in mind that this data is not intended to represent official prevailing wages. The data is based on employer surveys.

The three ranges are as follows:

- | | |
|---------------------------------|---|
| New hires, no experience: | The wages of persons trained but with no paid experience in the occupation. |
| New hires, experienced: | The starting wage paid to journey level or experienced persons just starting at the firm. |
| Experienced, after three years: | The wages paid to persons with three years journey-level experience at the same firm. |

Fringe benefits included by employers in a compensation package, such as a paid vacation or medical insurance, are also described in this section.

TRAINING, EXPERIENCE AND OTHER REQUIREMENTS

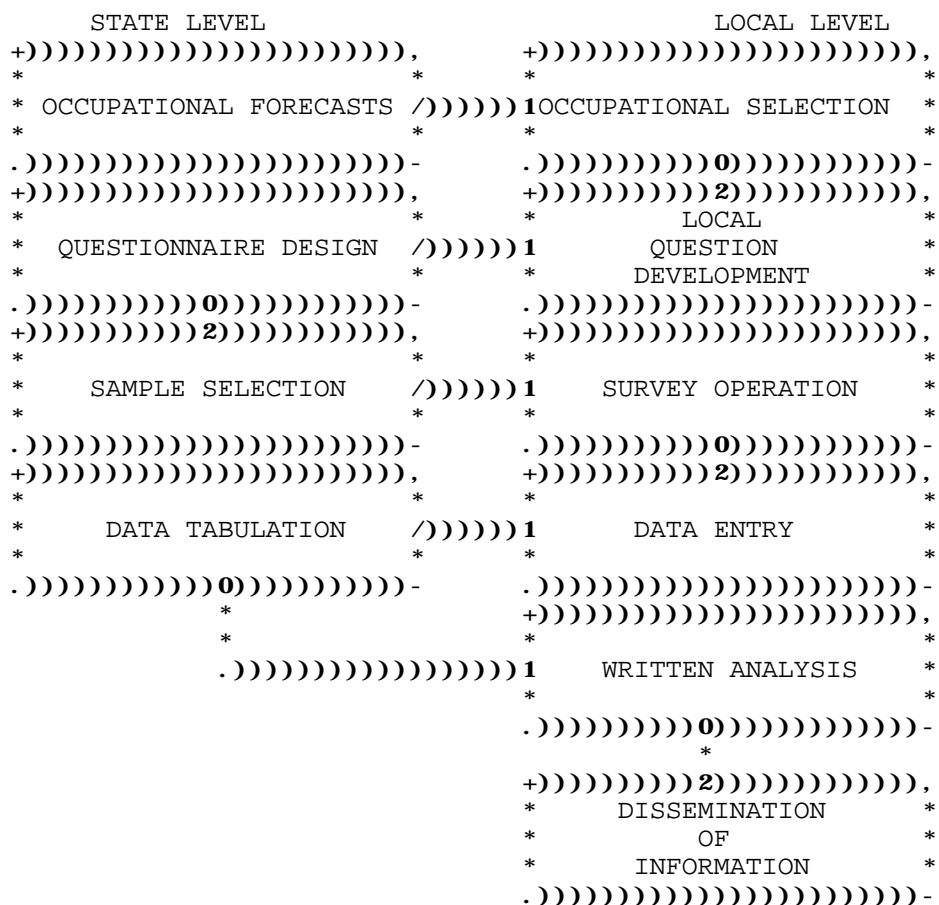
This section of the Occupational Summary describes the relative importance of training, education, and work background, including computer skills, licenses, and other qualifications necessary for finding employment in a particular occupation. Also included in this section under Entry Level Qualifications are typical employer preferences and key personal traits deemed most important by employers for those working in the occupation.

OTHER INFORMATION

Included under this heading will be additional information concerning each occupation. It may include the hours worked per week, or the percentage of full and part time employment. Union employment in an occupation is noted here, as applicable. Any shift shortages are noted. Unusual training requirements are noted, as well as recruitment practices. Also listed is the DOT Code number which will provide users with other sources of information about the occupation.

PROGRAM METHODOLOGY

A cooperative effort between the state LMID and the Santa Cruz PIC, the processes of the CCOIS Program can be diagramed as coordinating activities occurring on the state and local levels. Such a diagram is shown below, and a detailed explanation follows.



OCCUPATIONAL SELECTION

A community meeting was held to select the occupations studied for this program. In advance of this meeting, the Santa Cruz Private Industry Council (PIC) provided all those invited to attend with a list of potential occupations meeting program goals. This list served as a basis for discussion, and additional local criteria were established at the meeting to assist in narrowing the list to the required number. The criteria are as follows:

- ❖ 100% require two years or less of training
- ❖ At least 50% provide a liveable wage for single heads of households with dependent children
- ❖ Offer upward career mobility or entrepreneur potential
- ❖ Projected 100 or more openings, 1993-2000
- ❖ Be of importance in the local labor market

These criteria served as guidelines. Exceptions to the criteria were made for specific occupations when study of the occupation met program goals in general.

The projected openings are based on Projections of Employment 1993-2000, developed by LMID for Santa Cruz County. These tables give 1993 employment by occupation and the projected seven year growth and separation figures for occupations in the county where employment exceeds 30.

This program year, the Santa Cruz Private Industry Council received requests from area agencies requesting that specific occupations be studied. The CCOIS program makes every attempt to be responsive to local needs.

SURVEY PROCEDURES

QUESTIONNAIRE DEVELOPMENT

After selection of the occupations for study, questions were chosen for each. Some questions are common to all occupations, and others are specific to each individual occupation. These questions were developed by LMID staff, and reviewed by the Santa Cruz Private Industry Council (PIC) staff.

SAMPLE SELECTION

LMID provided Santa Cruz with the initial employer sample selection. Using detailed data bases on employers and occupational staffing within industries, a representative sample of employers was chosen for each occupation. The sample was carefully reviewed by the Santa Cruz PIC staff. At this time, employers known to be no longer in business were eliminated from the sample. Those firms included in the sample which had relocated out of the county were also eliminated from the sample.

When necessary, additional employers were added by the Santa Cruz PIC staff with the goal of achieving a minimum sample size of 30 employers. Occupations which have a smaller sample size have been included in this study because of their importance in the local labor market and the area's economy.

DATA COLLECTION

Questionnaires were mailed to all firms in the samples, with a cover letter explaining the LMI program, and a return envelope. Confidentiality of all information received from employers was insured. A number of firms promptly returned completed questionnaires.

Telephone follow-up enabled the Santa Cruz PIC to meet the response goal established for the program. For several occupations it became necessary to add additional firms to the sample in order to achieve the required number of responses.

The Santa Cruz PIC collected information from area employers between the months of July 1996 and December 1996.

All questionnaires were reviewed by the program analyst to monitor accuracy and completeness. Employers were contacted if there were inconsistencies, or if clarification was required. A sample from each occupation was also reviewed by LMID staff.

TABULATION AND RESULTS

The survey responses were entered into a data base and tabulations were prepared by EDD. Data from these tabulations were analyzed and the final occupational summaries prepared by PIC staff. Each summary provides information on the size of the occupation, wages and fringe benefits, supply/demand assessments, employment trends, training and experience requirements, and other information, all of which has been discussed in the introduction. Specific employer information remains confidential.

Finally, it should be noted that in light of the limited number of surveys returned by employers of Physical Therapy Aides and Physical Therapy Assistants, and since these occupations have been found to comprise similar duties, we have published those results as a special study (formerly called "limited survey"). The results for these two occupations, while providing worthwhile information, do not

meet the criteria of a full study, and therefore should not be regarded with the same emphasis as occupations that were studied fully.

1992-1995 SURVEY OCCUPATIONS

COOPERATIVE LABOR MARKET INFORMATION PROGRAM

SANTA CRUZ PRIVATE INDUSTRY COUNCIL

PY 1995

Bill and Account Collectors
Child Care Workers
Computer Programmers, Including Aides
Data Processing Equipment Repairers
Dental Assistants
Dental Hygienists
Dietitians and Nutritionists
Electrical & Electronic Engineering Technicians
Insurance Claims Clerks
Medical and Clinical Laboratory Assistants
Medical Records Technicians
Nursery Workers
Pest Controllers and Assistants
Physicians' Assistants
Production, Planning and Expediting Clerks
Sheet Metal Workers
Technical Writers
Travel Agents
Typesetting and Composing Machine Operators and Tenders

PY 1994

Adjustment Clerks
Assemblers & Fabricators - Except Machine
Auto Mechanics
Bookkeeping, Accounting & Audit Clerks
Data Entry Keyers - Except Composing
Drafters
Driver/Sales Workers
Electronic Repairer - Commercial & Industrial Equipment
First Line Supervisors/Managers of Mechanics, Installers and Repairs
General Office Clerk
Licensed Vocational Nurse and/or Nurses Aides, Orderlies, Attendants
Maintenance Repairers - General Utilities
Marketing, Advertising & Public Relations Managers
Nurses Aides
Packaging & Filling Machine Operators & Tenders
Receptionists and Information Clerks
Sales Agents - Insurance
Traffic, Shipping, and Receiving Clerks
Truck Drivers, Heavy or Tractor-Trailer

*Limited Surveys
Home Health Care Workers

PY 1993

Bartenders

Bus and Truck Mechanics, and Diesel Engine Specialists

Cashiers

Combined Food Preparation and Service Workers

Cooks - Short Order

Dining Room and Cafeteria Attendants, and Bartender Helpers

First Line Supervisors and Manager/Supervisors

- Clerical & Administrative Support Occupations

First Line Supervisors and Manager/Supervisors

- Sales and Related Occupations

Hotel Desk Clerks

Loan and Credit Clerks

Medical Secretaries

Paralegal Personnel

Inspectors, Testers, and Graders - Precision

Sales Agents, Selected Business Services

Stock Clerks - Stockroom, Warehouse, Storage Yard

Typists, Including Word Processing

Waiters and Waitresses

Wholesale and Retail Buyers - Except Farm Products

Writers and Editors

*Limited Surveys:

Hazardous Waste Materials Technicians

Instructors, Physical Training

PY 1992

Agricultural Sales Workers
Amusement/Recreation Attendants
Animal Caretakers - Except Farm
Automotive Body and Related Repairers
Bakers - Bread and Pastry
Computer Systems Analysts
Dental Hygienists
Farm Equipment Mechanics
Financial Managers
Floral Designers
Machinists
Orchard/Vineyard Workers
Pharmacy Assistants
Pest Controllers & Assistants
Plumbers, Pipefitters and Steamfitters
Radiologic Technologists
Registered Nurses
Sales Persons - Retail
Secretaries - General
Title Searchers
Travel Agents
Vegetable/Field Crop Farmworkers
Welfare Eligibility Workers and Interviewers

Occupation Summary Tables

Artists and Related Workers include workers concerned with designing and executing artwork to illustrate subject matter or promote public consumption of materials, products, or services and to influence others in their opinions of individuals or organizations. Includes Commercial Artists, Artistic Painters, Painting Restorers, and artists who perform limited layout work as part of their other tasks. Does not include Art Directors or artists who primarily work as Layout Artists or Creative and Graphic Designers.

Alternate titles reported by employers for this occupation include: Art Manager, Computer Artist, Photographer, Desktop Publisher.

Employment Trends

Occupational Forecast: ❖ 1993 2000 Change Separations

Size: Small 100 170 70 20

Approximate Growth Rate: 70% Much faster than average

❖ Projections of Employment 1993-2000, LMID/EDD

Supply/Demand Assessment

Experienced: Employer demand is somewhat greater than the supply of qualified applicants. Employers may have some difficulty finding qualified applicants at times.

Inexperienced: Employer demand is somewhat greater than the supply of qualified applicants. Employers may have some difficulty finding qualified applicants at times. Many persons in this occupation either contract out per job, or are self-employed.

Principal Employing Industries

	SIC
1. Management and Public Relations Services	8743
2. Periodicals: Publishing, or Publishing & Printing	2721

Wages/Fringe Benefits

	<i>Range</i>	<i>Median</i>
New, no Experience:	\$ 7.00 - 12.00	\$ 9.11
New, with Experience:	\$10.00 - 14.50	\$ 11.75
3 years + with Firm:	\$11.50 - 20.25	\$15.19

Fringe Benefits: Almost all employers surveyed provide full-time employees with paid vacation and paid sick leave. Most provide medical, dental and life insurance, as well as retirement plans. Some employers surveyed also provide sick leave, paid vacations, and retirement plans to part-time employees.

Training, Experience and

Educational Background: Employers report most recent hires have a bachelor degree. Some employers report recent hires have a high school diploma or equivalent, or some college but no degree.

Other Requirements

Computer Software Skills: Most employers surveyed seek employees with word processing and desktop publishing skills, and some seek employees with spreadsheet, database and graphics applications skills, such as Photoshop and Illustrator.

Entry Level Qualifications: **Technical:** Graphic arts skills, and abilities to: use desktop publishing software; computer assisted design (CAD) skills; read and follow instructions; write legibly; and demonstrate good oral communication skills. **Personal or Other:** Manual dexterity and good color perception.

Related Work Experience: Most employers surveyed require between 6-36 months related work experience. Most employers "never" permit training to substitute for work experience, but many "sometimes" do.

Other Information:

Hours: Employers surveyed report that most employees work full-time with an average work week of 40 hours. Part-time positions are available averaging 23 hours a week.

Promotional Opportunities: Most employers surveyed report promotional opportunities to positions such as Supervisor, Project Manager, Technical Director or Director of Advertising.

Recruitment: Most employers surveyed report recruiting via employee referrals. Many employers also use newspaper ads, in-house promotion or transfer, or other methods such as networking, trade shows, and the Internet. Some employers surveyed hire unsolicited applicants, use private employment agencies, or public school or program referrals.

DOT Code**Title**

141.061-022

Illustrator

Automotive Body and Related Repairers repair, repaint, and refinish automotive vehicle bodies, straighten vehicle frames, and replace damaged vehicle glass.

Alternate titles reported by employers for this occupation include Body Shop Technician, Paint Technician, Frame Technician and Metal Worker.

Employment Trends

Occupational Forecast: ❖ 1993 2000 Change Separations

Size: Small 90 110 20 20

Approximate Growth Rate: 22% Faster than average

❖ Projections of Employment 1993-2000, LMID/EDD

Supply/Demand Assessment

Experienced: Employer demand is somewhat greater than the supply of qualified applicants. Employers may have some difficulty finding qualified applicants at times.

Inexperienced: Employer demand is somewhat greater than the supply of qualified applicants. Employers may have some difficulty finding qualified applicants at times.

Principal Employing Industries

	SIC
1. Top, Body, Upholstery Repair and Paint Shops	7532
2. Motor Vehicle Dealers (New and Used)	5511

Wages/Fringe Benefits

	<i>Range</i>	<i>Median</i>
New, no Experience:	\$ 4.25 - 9.00	\$ 6.00
New, with Experience:	\$ 8.00 - 18.00	\$ 14.71
3 years + with Firm:	\$14.00 - 21.75	\$ 18.00

Fringe Benefits: Almost all employers surveyed provide full-time employees paid vacations and medical insurance. Many employers provide full-time employees dental insurance and paid sick leave. Some employers provide life insurance and retirement plans.

Training, Experience and
Other Requirements

Educational Background: Employers report most recent hires have a high school diploma or equivalent.

Computer Software Skills: Most employers surveyed seek employees with estimating and word processing skills.

Entry Level Qualifications: Technical: Oral communication skills, welding and masking skills, abilities to operate power tools, apply various painting techniques, provide own hand tools, write legibly, and read and follow instructions. **Personal or Other:** Ability to tolerate dust and paint fumes.

Related Work Experience: Most employers surveyed require between 6-48 months related work experience. Most employers will "sometimes" permit training to substitute for work experience.

Other Information:

Hours: Employers surveyed report that most employees work full-time with an average work week of 40 hours. Part-time positions are available averaging 27 hours a week.

Promotional Opportunities: Most employers surveyed report promotional opportunities to positions such as Supervisor, Estimator or Manager .

Recruitment: Most employers surveyed report recruiting via newspaper ads and employee referrals. Some employers report hiring unsolicited applicants and recruiting via word-of-mouth.

<u>DOT Code</u>	<u>Title</u>
807.381-010	Automobile-Body Repairer

Bakers, Bread and Pastry mix and bake ingredients according to recipes to produce breads, pastries, and other baked goods. They produce goods in smaller quantities for consumption on premises or for sale as specialty baked goods.

Alternate titles reported by employers for this occupation include Pastry Chef and Pizza Maker.

Employment Trends

Occupational Forecast: ❖ 1993 2000 Change Separations

Size: Medium 190 230 40 40

Approximate Growth Rate: 21% Average

❖ Projections of Employment 1993-2000, LMID/EDD

Supply/Demand Assessment

Experienced: Employer demand is greater than the supply of qualified applicants. Employers may find it very difficult finding qualified applicants at times.

Inexperienced: Worker supply is somewhat larger than demand for qualified applicants, and applicants may experience competition in job seeking.

Principal Employing Industries

	SIC
1. Eating Establishments	5812
2. Groceries and Related Products	5149

Wages/Fringe Benefits

	<i>Range</i>	<i>Median</i>
New, no Experience:	\$ 5.00 - 14.50	\$ 6.55
New, with Experience:	\$ 6.00 - 14.50	\$ 8.00
3 years + with Firm:	\$ 7.50 - 12.00	\$ 10.00

Fringe Benefits: Almost all employers surveyed provide full-time employees medical insurance and paid vacation. Most employers provide full-time employees dental insurance and paid sick leave. Some employers surveyed provide life insurance and vision insurance. Some employers also provide part-time employees paid sick leave, paid vacation, medical insurance and dental insurance.

**Training, Experience and
Other Requirements**

Educational Background: Employers report most recent hires have some college but no degree and many employers report recent hires have a high school diploma or equivalent.

Entry Level Qualifications: **Technical:** Most employers surveyed indicated that technical skills can be learned on the job. **Personal or Other:** Oral communication skills, math skills and the abilities to pass a pre-employment physical examination, stand continuously for 2 or more hours, to lift at least 25 lbs. repeatedly, and read and follow instructions.

Related Work Experience: Most employers surveyed require between 6-12 months related work experience. Many employers will "usually" permit training to substitute for work experience.

Other Information:

Hours: Employers surveyed report that most employees work full-time with an average work week of 40 hours. Part-time positions are available averaging 20 hours a week.

Promotional Opportunities: Almost all employers surveyed report promotional opportunities to positions such as Supervisor and Management.

Recruitment: Almost all employers surveyed report recruiting via newspaper ads, and most use in-house promotion or transfer. Many employers hire unsolicited applicants, and some use employees' referrals.

DOT Code**Title**

526.381-010

Baker

313.381-010

Bread Baker

313.381-026

Pastry Baker

Cooks - Restaurant prepare, season, and cook soups, meats, vegetables, desserts, and other foodstuffs in restaurants. They may order supplies, keep records and accounts, price items on a menu, or plan the menu.

Alternate titles reported by employers for this occupation include Kitchen Supervisor, Head Chef and Prep Cook.

Employment Trends

Occupational Forecast: ❖ 1993 2000 Change Separations

Size: Very Large 680 780 100 150

Approximate Growth Rate: 15% Slower than average

❖ Projections of Employment 1993-2000, LMID/EDD

Supply/Demand Assessment

Experienced: Employer demand is somewhat greater than the supply of qualified applicants. Employers may have some difficulty finding qualified applicants at times.

Inexperienced: Employer demand is somewhat greater than the supply of qualified applicants. Employers may have some difficulty finding qualified applicants at times.

Principal Employing Industries

	SIC
1. Eating Establishments	5812
2. Civic, Social & Fraternal Associations	8641

Wages/Fringe Benefits

	Range	Median
New, no Experience:	\$ 5.00- 8.00	\$ 6.00
New, with Experience:	\$ 5.50 - 13.00	\$ 7.00
3 years + with Firm:	\$ 7.00 - 15.00	\$ 9.00

Fringe Benefits: Most employers surveyed provide full-time employees paid vacation and medical insurance. Many employers provide full-time employees dental insurance, and some employers provide life insurance, vision insurance, paid sick leave, and retirement plans.

Training, Experience and

Other Requirements

Educational Background: Employers report most recent hires have a high school diploma or equivalent. Some employers report recent hires have some college but no degree.

Entry Level Qualifications: **Technical:** Most employers surveyed indicated that most technical skills can be learned on-the-job. **Personal or Other:** Oral communication skills, and the abilities to read and follow instructions, to stand continuously for 2 or more hours, and to lift at least 30 lbs., repeatedly.

Related Work Experience: Most employers surveyed require between 6-24 months related work experience. Most employers will "sometimes" permit training to substitute for work experience.

Other Information:

Hours: Employers surveyed report that most employees work full-time with an average work week of 40 hours. Part-time positions are available averaging 28 hours a week.

Promotional Opportunities: Most employers surveyed report promotional opportunities to positions such as Head Cook, Chef Manager, and Department Head.

Recruitment: Most employers surveyed report recruiting via employee referrals. Many employers also use in-house promotion or transfer, newspaper ads, and hiring unsolicited applicants.

<u>DOT Code</u>	<u>Title</u>
313.361-014	Cook

Dispatchers - Except Police, Fire & Ambulance

OES Code 580050

Dispatchers schedule and dispatch workers, work crews, equipment, or service vehicles for conveyance of materials, freight, or passengers or for normal installation, service, or emergency repairs rendered outside the place of business. Their duties may include use of radio/telephone to transmit assignments and compile statistics and reports on the progress of work. Does not include Police, Fire and Ambulance Dispatchers.

Alternate titles reported by employers for this occupation include: Service Advisor, Relocation Representative, Customer Service Representative and Reservationist.

Employment Trends

Occupational Forecast: ♦ 1993 2000 Change Separations

Size: Small 110 150 40 10

Approximate Growth Rate: 36% Much faster than average

♦ Projections of Employment 1993-2000, LMID/EDD

Supply/Demand Assessment

Experienced: Employer demand is somewhat greater than the supply of qualified applicants. Employers may have some difficulty finding qualified applicants, at times.

Inexperienced: Employer demand is somewhat greater than the supply of qualified applicants. Employers may have some difficulty finding qualified applicants, at times.

Principal Employing Industries

	SIC
1. Local Trucking without storage	4212
2. Transportation of Freight and Cargo	4731
3. Ready Mixed Concrete	3273

Wages/Fringe Benefits

	Range	Median
New no Experience:	\$ 7.00 - 12.00	\$ 9.32
New, with Experience:	\$ 7.00 - 13.00	\$ 11.38
3 years + with Firm:	\$ 7.00 - 16.50	\$ 14.44

Fringe Benefits: All employers surveyed provide full-time employees medical and dental insurance, paid sick leave, and paid vacation. Almost all employers provide full-time employees life insurance and vision insurance. Most employers surveyed also provide retirement plans, and some employers also offer profit sharing. Some employers offer these benefits to part-time employees.

Dispatchers - Except Police, Fire & Ambulance

OES Code 580050

Training, Experience and

Educational Background: Employers report most recent hires have a high school diploma or equivalent. Some employers report recent hires have an associate degree, and few recent hires have some college but no degree.

Other Requirements

Computer Software Skills: Most employers surveyed seek employees with spreadsheet, database and word processing skills. Some employers seek spreadsheet and desktop publishing skills, and other computer skills such as proprietary software skills.

Entry Level Qualifications: **Technical:** Record keeping, alphabetic and numeric filing, and telephone answering skills. Ability to write effectively, and to handle crisis situations. **Personal or Other:** Oral communication skills, and the abilities to follow oral instructions, read and follow instructions, and write legibly.

Related Work Experience: Most employers surveyed require between 6-24 months related work experience. Many employers will "usually" permit training to substitute for work experience.

Other Information:

Hours: Employers surveyed report that most employees work full-time with an average work week of 40 or more hours. Part-time positions are available averaging 20 hours a week. Temporary, on-call positions average 25 hours per week.

Promotional Opportunities: Most employers surveyed report promotional opportunities to positions such as Management, Marketing or Driver.

Recruitment: Almost all employers surveyed report recruiting via newspaper ads. Many employers report recruitment by in-house promotion or transfer. Some employers also use employee referrals, public school or program referrals, the Employment Development Department, job opportunity hotlines, and word of mouth.

DOT Code

Title

913.167-018
952.167-010

Schedule Maker
Dispatcher, Service or Work

Food Service Managers plan, organize, direct, control, or coordinate activities of an organization or department that serves food and/or beverages. Includes Food and Beverage Directors.

Alternate titles reported by employers for this occupation include: Kitchen Manager, Cook, Bar Manager, Site Director, Production Department Head.

Employment Trends

Occupational Forecast: ❖

1993	2000	Change	Separations
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Size: Medium 230 270 40 30

Approximate Growth Rate: 17% Slower than average

❖ Projections of Employment 1993-2000, LMID/EDD

Supply/Demand Assessment

Experienced: Employer demand is somewhat greater than the supply of qualified applicants. Employers may have some difficulty finding qualified applicants at times.

Inexperienced: Employer demand is somewhat greater than the supply of qualified applicants. Employers may have some difficulty finding qualified applicants at times.

Principal Employing Industries

Eating Establishments	SIC 5812
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Wages/Fringe Benefits

	<i>Range</i>	<i>Median</i>
New, no Experience:	\$ 6.50 - 13.00	\$10.00
New, with Experience:	\$ 7.00 - 13.50	\$11.02
3 years + with Firm:	\$10.00 - 20.50	\$14.38

Fringe Benefits: Most employers surveyed provide full-time employees medical insurance, paid vacation and dental insurance. Many employers provide full-time employees vision insurance and paid sick leave. Some employers provide life insurance and retirement plans.

**Training, Experience and
Other Requirements**

Educational Background: Employers report most recent hires have some college but no degree. Some employers report recent hires have a bachelor degree.

Computer Software Skills: Most employers surveyed seek employees with word processing skills. Some employers seek employees with database skills.

Entry Level Qualifications: **Technical:** Ability to: Manage an activity or department, to plan and organize the work of others, to hire and assign personnel, food preparation skills, and problem-solving skills. **Personal or Other:** Ability to read and follow instructions, write legibly, and demonstrate good oral communication skills.

Related Work Experience: Most employers surveyed require between 6-24 months related work experience. Most employers will "sometimes" permit training to substitute for work experience.

Other Information:

Hours: Employers surveyed report that most employees work full-time with an average work week of 40 hours. Part-time positions are available averaging 28 hours a week.

Promotional Opportunities: Many employers surveyed report promotional opportunities to positions such as General Manager and District Manager.

Recruitment: Most employers surveyed report recruiting via newspaper ads. Many employers also use employee referrals and in-house promotion or transfer. Some also hire unsolicited applicants.

DOT Code**Title**

187.167-106

Food Service Manager

Housekeeping Supervisors supervise work activities of cleaning personnel to insure clean, orderly and attractive rooms in commercial establishments such as hotels, hospitals, and educational institutions. They assign duties, inspect work, investigate complaints regarding housekeeping service and equipment, and take corrective action. They may purchase housekeeping supplies and equipment, and take periodic inventories. They may screen applicants, train new employees and recommend dismissals.

Employment Trends

Occupational Forecast: ♦ 1993 2000 Change Separations

Size: Small 80 90 10 10

Approximate Growth Rate: 13% Slower than average

♦ Projections of Employment 1993-2000, LMID/EDD

Supply/Demand Assessment

Experienced: Employer demand is somewhat greater than the supply of qualified applicants. Employers may have some difficulty finding qualified applicants at times.

Inexperienced: Worker supply is somewhat larger than demand for qualified applicants, and applicants may experience competition in job seeking.

Principal Employing Industries

	SIC
1. Hotels and Motels	7011
2. Residential Care	8361

Wages/Fringe Benefits

	<i>Range</i>	<i>Median</i>
New, no Experience:	\$ 5.00 - 8.75	\$ 7.00
New, with Experience:	\$ 5.00 - 9.00	\$ 7.25
3 years + with Firm:	\$ 6.00 - 12.00	\$ 8.50

Fringe Benefits: Most employers surveyed provide full-time employees paid vacation and medical insurance. Many employers provide full-time employees paid sick leave, dental insurance and retirement plans. Some employers surveyed provide vision and life insurance.

Training, Experience and

Educational Background: Employers report most recent hires have a high school diploma or equivalent. A few new hires have some college but no degree.

Other Requirements

Computer Software Skills: Some employers surveyed seek employees with database and word processing skills.

Entry Level Qualifications: **Technical:** Record keeping skills and the abilities to supervise and write effectively. **Personal or Other:** Oral communication skills and the abilities to read and follow instructions and write legibly.

Related Work Experience: Most employers surveyed require between 6-12 months related work experience. Most employers will "sometimes" permit training to substitute for work experience.

Other Information:

Hours: Employers surveyed report that most employees work full-time with an average work week of 39 hours. Part-time positions are available averaging 15-20 hours a week.

Promotional Opportunities: Most employers surveyed report promotional opportunities to positions such as Manager, Executive Housekeeper, or Operations Manager.

Recruitment: Almost all employers surveyed report recruiting via newspaper ads. Some employers also use the services of the Employment Development Department, employee referrals, in-house promotion or transfer, public school or program referrals, and unsolicited applicants.

DOT Code**Title**

187.167-046

Executive Housekeeper

Janitors & Cleaners -

Except Maids & Housekeeping Cleaners

OES Code 670050

Janitors and Cleaners, except Maids and Housekeeping Cleaners, keep buildings in clean and orderly condition. They perform heavy cleaning duties, such as operating motor-driven cleaning equipment, mopping floors, washing walls and glass, and removing rubbish. They may have additional duties and responsibilities, such as tending furnace and boiler, performing routine maintenance activities, notifying management of need for repairs and additions, and cleaning snow or debris from sidewalk. Does not include Maids and Housekeepers.

Alternate titles reported by employers for this occupation include Maintenance Worker and Custodian.

Employment Trends

Occupational Forecast: ♦ 1993 2000 Change Separations

Size: Very Large 1300 1450 150 190

Approximate Growth Rate: 12% Slower than average

♦ Projections of Employment 1993-2000, LMID/EDD

Supply/Demand Assessment

Experienced: Worker supply is somewhat larger than demand for qualified applicants, and applicants may experience competition in job seeking.

Inexperienced: Worker supply is somewhat larger than demand for qualified applicants, and applicants may experience competition in job seeking.

Principal Employing Industries

	SIC
1. Eating Establishments	5812
2. Building Cleaning and Maintenance Services	7349

Wages/Fringe Benefits

	<u>Non-Union Range</u>	<u>Median</u>	<u>Union Range</u>	<u>Median</u>
New, no Experience:	\$5.00 -10.00	\$ 6.63	\$ 8.87-8.87	\$ 8.87
New, with Experience:	\$6.00 -13.00	\$ 7.50	\$ 8.87-8.87	\$ 8.87
3 years + with Firm:	\$6.00 -15.00	\$10.00	\$10.15-10.15	\$10.15

Fringe Benefits: Almost all employers surveyed provide full-time employees paid vacation. Most surveyed employers provide full-time employees medical insurance, dental insurance, life insurance and retirement plans. Many employers provide paid sick leave, and some provide vision insurance. For part-time employees, some employers offer medical insurance and retirement plans.

Training, Experience and

Other Requirements

Educational Background: Employers report most recent hires have a high school diploma or equivalent. Some recent hires have less than a high school diploma or equivalent.

Entry Level Qualifications: **Technical:** Most employers surveyed indicated that technical skills can be learned on the job. **Personal or Other:** Oral communication skills, and the abilities to write legibly and read and follow instructions.

Related Work Experience: Most employers surveyed require 6-24 months related work experience. Most employers will "usually" permit training to substitute for work experience.

Other Information:

Hours: Employers surveyed report that most employees work full-time with an average work week of 40 hours. Part-time positions are available averaging 26 hours a week. Temporary, on-call positions average 10 hours a week.

Promotional Opportunities: Most employers surveyed report promotional opportunities to positions such as Head Custodian and Management.

Recruitment: Most employers surveyed report recruiting via employee referrals, while many report using newspaper ads. Some employers also use in-house promotion or transfer.

<u>DOT Code</u>	<u>Title</u>
381.687-014	Commercial or Institutional Cleaner
382-664-010	Janitor

Lodging Managers plan, organize, direct, control, or coordinate activities of an organization or department that provides lodging such as hotels, motels, or tourist courts.

Alternate titles reported by employers for this occupation include: Resident Manager, Front Desk Manager, and Caretaker.

Employment Trends

Occupational Forecast: ❖

1993	2000	Change	Separations
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Size: Small 70 90 20 10

Approximate Growth Rate: 29% Faster than average

❖ Projections of Employment 1993-2000, LMID/EDD

Supply/Demand Assessment

Experienced: Employer demand is greater than the supply of qualified applicants. Employers may have some difficulty finding qualified applicants at times.

Inexperienced: Employer demand is greater than the supply of qualified applicants. Employers may have some difficulty finding qualified applicants at times.

Principal Employing Industries

Hotels and Motels	SIC 7011
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Wages/Fringe Benefits

	<i>Range</i>	<i>Median</i>
New, no Experience:	\$ 4.50 - 12.50	\$ 8.63
New, with Experience:	\$ 5.75 - 16.00	\$10.36
3 years + with Firm:	\$ 7.00 - 25.00	\$ 13.43

Fringe Benefits: Most employers surveyed provide full-time employees paid vacation, medical insurance, and paid sick leave. Many employers provide full-time employees dental insurance, life insurance, and vision insurance.

Training, Experience and

Educational Background: Almost all employers surveyed report most recent hires have some college but no degree. Few employers report recent hires have a high school diploma or equivalent.

Other Requirements

Computer Software Skills: Most employers surveyed seek employees with word processing skills. Some employers seek employees with spreadsheet and database skills.

Entry Level Qualifications: **Technical:** Record keeping skills, problem-solving skills, ability to maintain financial records and manage an activity or department. **Personal or Other:** Oral communication skills, and ability to read and follow instructions.

Related Work Experience: Many employers surveyed require between 6-24 months related work experience. Most employers will "usually" permit training to substitute for work experience.

Other Information:

Hours: Employers surveyed report that most employees work full-time with an average work week of 40 hours. Part-time positions are available averaging 18 hours a week.

Promotional Opportunities: Most employers surveyed report promotional opportunities to positions such as General Manager or Night Manager.

Recruitment: Most employers surveyed report recruiting via newspaper ads. Many employers also use in-house promotion or transfer and employees' referrals. Some also hire unsolicited applicants.

DOT Code**Title**

320.137-014

Lodging Facilities Manager

Machinists set up and operate machine tools and fit and assemble parts to make or repair metal parts, mechanisms, tools or machines by applying their knowledge of mechanics, shop mathematics, metal properties, and layout machining procedures. They study specifications, such as blueprints, sketches, or descriptions of parts to be replaced, and they plan sequences of operations.

Alternate titles reported by employers for this occupation include Machine Operator and Fabricator.

Employment Trends

Occupational Forecast: ♦ 1993 2000 Change Separations

Size: Medium 190 240 50 30

Approximate Growth Rate: 26% Faster than average

♦ Projections of Employment 1993-2000, LMID/EDD

Supply/Demand Assessment

Experienced: Employer demand is much greater than the supply of qualified applicants. Employers may have difficulty finding qualified applicants at times.

Inexperienced: Employer demand is somewhat greater than the supply of qualified applicants. Employers may have some difficulty finding qualified applicants at times.

Principal Employing Industries

	SIC
1. Industrial & Commercial Machinery & Equipment	3599
2. Electron Tubes	3671

Wages/Fringe Benefits

	<i>Range</i>	<i>Median</i>
New, no Experience:	\$ 7.00 - 12.00	\$ 8.00
New, with Experience:	\$ 8.00 - 20.00	\$ 11.75
3 years + with Firm:	\$ 9.00 - 21.00	\$ 15.25

Fringe Benefits: Almost all employers surveyed provide full-time employees medical insurance, dental insurance, and paid vacation. Many employers provide full-time employees vision insurance, paid sick leave, retirement plans and life insurance.

Training, Experience and

Educational Background: Employers report most recent hires have a high school diploma or equivalent. Some recent hires have some college but no degree.

Other Requirements

Computer Software Skills: Most employers surveyed seek employees with word processing and CAD skills such as Master CAM and Auto CAD.

Entry Level Qualifications: **Technical:** Shop math skills and the abilities to read blue prints, and use hand and precision tool. **Personal or Other:** Manual dexterity and abilities to stand continuously for 2 or more hours, perform precision work, and read and follow instructions.

Related Work Experience: Most employers surveyed require between 12-60 months related work experience. Most employers will "sometimes" permit training to substitute for work experience, though many "never" allow training to substitute for work experience.

Other Information:

Hours: Employers surveyed report that most employees work full-time with an average work week of 40 hours. Part-time positions are available averaging 23 hours a week. Temporary, on-call positions average 38 hours a week.

Promotional Opportunities: Most employers surveyed report promotional opportunities to positions such as Journey Machinist and Manager.

Recruitment: All employers surveyed report recruiting via newspaper ads. Some employers also use employees' referrals, private employment agencies, public school or program referrals, and the services of the Employment Development Department.

DOT Code**Title**

600.380-022
601.280-054

Machinist (Machine Shop)
Tool Machine Set-Up Operator

Mechanical Engineering Technicians & Technologists

OES Code 225110

Mechanical Engineering Technicians and Technologists apply the theory and principles of mechanical engineering to develop and test machinery and equipment under the direction of engineering staff and physical scientists.

Alternate titles reported by employers for this occupation include: Production Technician, Specifications Engineer, Product Engineer.

Employment Trends

Occupational Forecast: ❖ 1993 2000 Change Separations

Size: Small 20 20 0 0

Approximate Growth Rate: 0% Remain stable

❖ Projections of Employment 1993-2000, LMID/EDD

Supply/Demand Assessment

Experienced: Employer demand is somewhat greater than the supply of qualified applicants. Employers may have some difficulty finding qualified applicants at times.

Inexperienced: Employer demand is somewhat greater than the supply of qualified applicants. Employers may have some difficulty finding qualified applicants at times.

Note: In contacting employers regarding this occupation, some of the larger employers were not able to participate in this study.

Principal Employing Industries

	SIC
1. X-Ray Apparatus & Related Irradiation Apparatus	3844
2. Engineering Services	8711

Wages/Fringe Benefits

	<i>Range</i>	<i>Median</i>
New, no Experience:	\$ 8.00 - 19.25	\$12.47
New, with Experience:	\$ 10.00 - 26.50	\$19.18
3 years + with Firm:	\$ 15.00 - 36.00	\$23.44

Fringe Benefits: Almost all employers surveyed provide full-time employees medical insurance, paid sick leave, paid vacation, dental insurance and life insurance. Most employers provide full-time employees retirement plans, and many offer vision insurance.

Mechanical Engineering Technicians & Technologists

OES Code 225110

Training, Experience and

Educational Background: Employers report most recent hires have a bachelor degree. Some employers report recent hires have a high school diploma or equivalent, or some college but no degree.

Other Requirements

Computer Software Skills: Many employers surveyed seek employees with spreadsheet, word processing, and CAD programs skills.

Entry Level Qualifications: **Technical:** Analytical skills and ability to operate electronic testing equipment, read blueprints, and write specifications.

Personal or Other: Ability to read and follow instructions, and demonstrated oral communications skills.

Related Work Experience: Most employers surveyed require an average of 12 months related work experience. Most employers will "sometimes" permit training to substitute for work experience.

Other Information:

Hours: Employers surveyed report that most employees work full-time with an average work week of 40 or more hours. Part-time positions are available averaging 16 hours a week.

Promotional Opportunities: Most employers surveyed report promotional opportunities to positions such as Supervisor and Management.

Recruitment: Most employers surveyed report recruiting via newspaper ads and many employers recruit through employee referrals. Some employers also use private employment agencies and EDD referrals, along with in-house promotion or transfer.

DOT Code

Title

007.161-026

Mechanical Engineering Technician

Medical Assistants perform various duties under the direction of physicians in the examination and treatment of patients. They prepare treatment room, inventory supplies and instruments, and set up patients for attention of physician, handing instruments and materials to physician as directed. They may schedule appointments, keep medical records, or perform other clerical duties.

Employment Trends

Occupational Forecast: ♦ 1993 2000 Change Separations

Size: Medium 240 310 70 20

Approximate Growth Rate: 29% Much faster than average

♦ Projections of Employment 1993-2000, LMID/EDD

Supply/Demand Assessment

Experienced: Employer demand is somewhat greater than the supply of qualified applicants. Employers may have some difficulty finding qualified applicants at times.

Inexperienced: Employer demand is greater than the supply of qualified applicants. Employers may find it very difficult to find qualified applicants at times.

Principal Employing Industries

	SIC
1. Offices and Clinics of Doctors of Medicine	8011
2. Offices and Clinics of Health Practitioners	8049

Wages/Fringe Benefits

Fringe Benefits: Almost all employers surveyed provide full-time employees medical insurance. Most employers surveyed offer full-time employees paid sick leave, paid vacation, and dental insurance. Many surveyed employers offer life insurance, and some provide full-time employees retirement plans and vision insurance. Some employers also offered part-time employees paid sick leave, paid vacation, and retirement plans.

Training, Experience and

Educational Background: Employers report most recent hires have a high school diploma or equivalent. Many employers report recent hires have some college but no degree.

Other Requirements

Computer Software Skills: Most employers surveyed seek employees with data entry skills. Some employers seek employees with word processing and database skills.

Entry Level Qualifications: **Technical:** Telephone answering skills and the abilities to complete and explain medical insurance forms, write effectively, and to apply sterilization techniques. **Knowledge of** medical terminology. **Personal or Other:** Oral communication skills, math skills, and the abilities to read and follow instructions and write legibly.

Related Work Experience: Most employers surveyed require between 6-12 months related work experience. Most employers will "sometimes" permit training to substitute for work experience.

Other Information:

Hours: Employers surveyed report that most employees work full-time with an average work week of 32-40 hours. Part-time positions are available averaging 23 hours a week.

Promotional Opportunities: Many employers surveyed report promotional opportunities to positions such as Management.

Recruitment: Most employers surveyed report recruiting via newspaper ads. Many employers also use employees' referrals. Some employers report hiring unsolicited applicants, and utilizing public school or program referrals.

DOT Code**Title**

079.362-010

Medical Assistant

Physical Therapy Aides prepare patients and treatment area for physical therapy treatments and assist Physical Therapists with treatments such as gait training, hydrotherapy, and exercise programs. They transport patients to and from treatment area and assemble and maintain equipment and supplies. They may perform routine clerical and related tasks. They work under continuous on-site supervision of a licensed/registered Physical Therapist.

Note: Santa Cruz County employs both the occupations of Physical Therapy Aide and Physical Therapy Assistant. However, because these titles

employers in our area use interchangeably

Employment Trends

Occupational Forecast: ♦ 1993 2000 Change Separations

Size: Medium 140 180 40 40

Approximate Growth Rate: 29% Faster than average

♦ Projections of Employment 1993-2000, LMID/EDD

Supply/Demand Assessment

Experienced: Employer demand is somewhat greater than the supply of qualified applicants. Employers may have difficulty finding qualified applicants at times.

Inexperienced: Employer demand is somewhat greater than the supply of qualified applicants. Employers may have difficulty finding qualified applicants at times.

Principal Employing Industries

	SIC
1. Offices and Clinics Doctors of Medicine	8011
2. Offices and Clinics of Health Practitioners	8049

Wages/Fringe Benefits

	<i>Range</i>	<i>Median</i>
New, no Experience:	\$ 5.50 - 10.75	\$ 8.00
New, with Experience:	\$ 6.00 - 11.50	\$ 8.50
3 years + with Firm:	\$ 8.00 - 13.00	\$ 9.52

Fringe Benefits: Almost all employers surveyed provide full-time employees paid vacation, medical insurance, dental insurance, life insurance, and paid sick leave. Many also provide full-time employees vision insurance and retirement plans. Some provide these benefits to part-time employees as well.

**Training, Experience and
Other Requirements**

Educational Background: Employers report most recent hires have some college but no degree. Some employers report recent hires have a high school diploma or equivalent, or a bachelor degree.

Computer Software Skills: Almost all employers surveyed seek employees with word processing skills. Some employers seek employees with spreadsheet skills, and many employers seek database and desktop publishing skills.

Entry Level Qualifications: **Technical:** Abilities to: maintain progress notes and treatment summaries, detect complications in patients, write effectively and apply transferring techniques for moving patients. Knowledge of physiology, anatomy, neurology, geriatrics, and sports medicine.

Related Work Experience: Most employers surveyed require between 6-12 months related work experience. Most employers will "sometimes" permit training to substitute for work experience.

Other Information:

Hours: Employers surveyed report that most employees work full-time with an average work week of 40 hours. Part-time positions are available averaging 18 hours a week.

Promotional Opportunities: Many employers surveyed report promotional opportunities provided the employee obtains the required certification.

Recruitment: Most employers surveyed report recruiting via employee referrals. Many employers also use in-house promotion or transfer. Some employers recruit via newspaper ads, public school or program referrals, hiring unsolicited applicants or from volunteer programs.

DOT Code**Title**

355.354-010

Physical Therapy Aide

Physical Therapy Assistants administer and assist with physical therapy treatments as planned and directed by a Physical Therapist. They administer treatments such as exercise, gait training, massage, whirlpool, and hot packs. They instruct, motivate, and assist patients with learning and improving functional activities. They may record patient treatments and maintain patient records.

Note: Santa Cruz County employs both the occupations of Physical Aide. However, because many of the duties are similar or the same, employers in our area use these titles interchangeably.

Employment Trends

Occupational Forecast: ♦ 1993 2000 Change Separations

Size: Medium 140 180 40 10

Approximate Growth Rate: 29% Faster than average

♦ Projections of Employment 1993-2000, LMID/EDD

Supply/Demand Assessment

Experienced: Employer demand is somewhat greater than the supply of qualified applicants. It may be somewhat to very difficult to find qualified applicants at times.

Inexperienced: Employer demand is greater than the supply of qualified applicants, and it may be very difficult to find qualified applicants, at times.

Principal Employing Industries

	SIC
1. Offices and Clinics of Doctors of Medicine	8011
2. Offices and Clinics of Health Practitioners	8049

Wages/Fringe Benefits

	<i>Range</i>	<i>Median</i>
New, no Experience:	\$12.75 - 17.00	\$ 15.00
New, with Experience:	\$13.50 - 20.00	\$ 15.42
3 years + with Firm:	\$14.00 - 22.50	\$ 20.00

Fringe Benefits: Almost all employers surveyed provide full-time employees paid vacation, medical insurance, dental insurance, life insurance, and paid sick leave. Many employers provide full-time employees retirement plans, and some provide vision insurance. Some employers provide part-time employees paid sick leave, paid vacation, and retirement plans.

Training, Experience and

Educational Background: Employers report most recent hires have an associate degree. Some employers report recent hires have a bachelor degree.

Other Requirements

Computer Software Skills: Almost all employers surveyed seek employees with database and word processing skills.

Entry Level Qualifications: **Technical:** Abilities to: maintain progress notes and treatment summaries, detect complications in patients, write effectively and apply transferring techniques for moving patients. Knowledge of physiology, anatomy, neurology, geriatrics, and sports medicine. **Personal or Other:** Possession of a Physical Therapist Assistant certificate .

Related Work Experience or Training: Most employers surveyed require between 6-12 months related work experience. Most employers will "sometimes" permit training to substitute for work experience. In addition, most employers require 24 months of physical therapist assistant training.

Other Information:

Hours: Employers surveyed report that most employees work full-time with an average work week of 40 hours. Temporary, on-call positions are available averaging 7 hours per week.

Promotional Opportunities: Many employers surveyed report promotional opportunities are open to Physical Therapy Assistants who obtain the required Physical Therapist license.

Recruitment: Most employers surveyed report recruiting via newspaper ads. Many also report using in-house promotion or transfer, and employees' referrals.

DOT Code**Title**

076.224-010

Physical Therapy Assistant, Physical
Therapist Assistant, Physical Therapy
Technician

Sales Representatives - Except Scientific & Related Products/Services & Retail

OES Code 490080

Sales Representatives, Except Scientific and Related Products/Services & Retail, sell goods and services for wholesalers or manufacturers to businesses or groups of individuals. This work requires a substantial knowledge of the items sold. Sales representatives solicit orders from established clients or secure new customers.

Alternate titles reported by employers for this occupation include Outside Salesperson and Sales Manager.

Employment Trends

Occupational Forecast: ♦ 1993 2000 Change Separations

Size: Very Large 730 960 230 120

Approximate Growth Rate: 32% Much faster than average

♦ Projections of Employment 1993-2000, LMID/EDD

Supply/Demand Assessment

Experienced: Employer demand is somewhat greater than the supply of qualified applicants. Employers may have some difficulty finding qualified applicants at times.

Inexperienced: Employer demand is somewhat greater than the supply of qualified applicants. Employers may have some difficulty finding qualified applicants at times.

Principal Employing Industries

	SIC
1. Fresh Fruits & Vegetables	5148
2. Electronic Parts & Equipment	5065

Wages/Fringe Benefits

	<i>Range</i>	<i>Median</i>
New, no Experience:	\$ 6.00 - 10.50	\$ 7.00
New, with Experience:	\$ 6.00 - 26.00	\$ 8.00
3 years + with Firm:	\$ 8.00 - 28.75	\$ 12.00

Few firms also pay commissions.

Fringe Benefits: Most employers surveyed provide full-time employees medical insurance, paid vacation, and dental insurance. Many employers provide paid sick leave and retirement plans. Some employers offered full-time employees vision insurance and life insurance. Some employers provide part-time employees paid sick leave and paid vacation.

Sales Representatives -
Except Scientific & Related
Products/Services & Retail

OES Code 490080

Training, Experience and
Other Requirements

Educational Background: Employers report most recent hires have some college but no degree. Some employers report recent hires have a high school diploma or equivalent, or a bachelor degree.

Computer Software Skills: All employers surveyed seek employees with database skills, and most employers seek employees with word processing skills. Many employees seek employees with spreadsheet skills.

Entry Level Qualifications: Technical: Business math, report writing, record keeping, verbal presentation and customer service skills; Ability to apply sales techniques, prepare and arrange sales contracts, write effectively, demonstrate knowledge of specific products. **Personal or Other:** Willingness to travel and ability to write legibly.

Related Work Experience: Most employers surveyed require between 12-24 months related work experience. Many employers will "sometimes" permit training to substitute for work experience, while many other employers "never" permit training to substitute for work experience.

Other Information:

Hours: Employers surveyed report that most employees work full-time with an average work week of 41 hours. Part-time positions are available averaging 18-28 hours a week.

Promotional Opportunities: Most employers surveyed report promotional opportunities to positions such as Buyer and Sales Manager.

Recruitment: Most employers surveyed report recruiting via newspaper ads. Many employers also use employees' referrals, and some use in-house promotion or transfer.

<u>DOT Code</u>	<u>Title</u>
279.357-014	Sales Representative, General Merchandise

Salespersons - Retail Except Vehicle Sales

OES Code 490112

Retail Salespersons sell a variety of merchandise to the public. They assist the customer in making selections, obtain or receive the merchandise, total the bill, receive the payment in cash or by check or credit card, operate a cash register, and make change for the customer. They may stock shelves and set up advertising displays. Does not include workers who work primarily as Cashiers.

Employment Trends

Occupational Forecast: ❖ 1993 2000 Change Separations

Size: Very Large 3190 3820 830 870

Approximate Growth Rate: 20% Faster than average

❖ Projections of Employment 1993-2000, LMID/EDD

Supply/Demand Assessment

Experienced: Employer demand is somewhat greater than the supply of qualified applicants. Employers may have difficulty finding qualified applicants at times.

Inexperienced: Employer demand is somewhat greater than the supply of qualified applicants. Employers may have some difficulty finding qualified applicants at times.

Principal Employing Industries

	SIC
1. Department Stores	5311
2. Gift, Novelty & Souvenir Shops	5947

Wages/Fringe Benefits

	Range	Median
New, no Experience:	\$ 4.25 - 12.00	\$ 5.50
New, with Experience:	\$ 4.50 - 12.00	\$ 6.50
3 years + with Firm:	\$ 5.50 - 15.00	\$ 9.00

Fringe Benefits: Most employers surveyed provide full-time employees paid vacation, medical insurance, dental insurance, retirement plans, and paid sick leave. Some employers provide full-time employees life insurance and vision insurance, and a few employers provided child care assistance.

Salespersons - Retail Except Vehicle Sales

OES Code 490112

Training, Experience and Other Requirements

Educational Background: Employers report most recent hires have a high school diploma or equivalent, while some have some college, but no degree. A few new hires have an associate or bachelor degree.

Computer Software Skills: Many employers surveyed seek employees with word processing skills, and some employers seek spreadsheet and database skills.

Entry Level Qualifications: **Technical:** Customer service skills and ability to apply sales techniques, make change and operate a cash register. **Personal or Other:** Oral communication skills, and abilities to read and follow instructions and write legibly.

Related Work Experience: Most employers surveyed require between 3-6 months related work experience. Most employers will "usually" permit training to substitute for work experience.

Other Information:

Hours: Employers surveyed report that most employees work full-time with an average work week of 38 hours. Part-time positions are available averaging 27 hours a week.

Promotional Opportunities: Most employers surveyed report promotional opportunities to positions such as Buyer, Manager and Estimator.

Recruitment: Most employers surveyed report recruiting via newspaper ads and hiring unsolicited applicants. Some employers also report using employees' referrals, public school or program referrals, and in-house promotion or transfer.

DOT Code

Title

279.357-054
290.477-014

Salesperson, General Merchandise
Sales Clerk

Truck Drivers - Light Including Delivery & Route Workers

OES Code 971050

Truck Drivers, Light including Delivery and Route Workers, drive vehicles with a capacity under 3 tons. They deliver or pick up merchandise and may load and unload trucks. Does not include workers whose duties include sales.

Alternate titles reported by employers for this occupation include Shipping & Receiving, Tow Truck Driver, Warehouse/Truck Driver, and Storekeeper.

Employment Trends

Occupational Forecast: ♦ 1993 2000 Change Separations

Size: Very Large 780 1060 280 100

Approximate Growth Rate: 36% Much faster than average

♦ Projections of Employment 1993-2000, LMID/EDD

Supply/Demand Assessment

Experienced: Employer demand is somewhat greater than the supply of qualified applicants. Employers may have some or great difficulty finding qualified applicants at times.

Inexperienced: Employer demand is somewhat greater than the supply of qualified applicants. Employers may have difficulty finding qualified applicants at times.

Principal Employing Industries

1. Automotive Services, Except Repair & Car Washes	SIC 7549
2. Elementary & Secondary Schools	8211

Wages/Fringe Benefits

	Range	Median
New, no Experience:	\$ 5.00 - 15.25	\$ 6.95
New, with Experience:	\$ 5.50 - 18.75	\$ 9.65
3 years + with Firm:	\$ 8.00 - 21.25	\$ 11.50

Fringe Benefits: All employers surveyed provide full-time employees medical and insurance. Almost all employers provide full-time employees paid vacation and life insurance. Most employers provide full-time employees retirement plans and paid sick leave. Many offer full-time employees vision insurance. Some employers provide these benefits to part-time employees.

Truck Drivers - Light Including Delivery & Route Workers

OES Code 971050

Training, Experience and

Educational Background: Employers report most recent hires have a high school diploma or equivalent. Some recent hires have some college but no degree.

Other Requirements

Computer Software Skills: All employers surveyed seek employees with database skills, and most employers seek employees with inventory computer skills.

Entry Level Qualifications: **Technical:** Record keeping skills, possession of a valid Class A driver's license, knowledge of local streets, and ability to read invoices. **Personal or Other:** Oral communication skills, and the abilities to read and follow instructions, write legibly, and pass a pre-employment medical examination.

Related Work Experience: Most employers surveyed require between 6-36 months related work experience. Many employers will "sometimes" permit training to substitute for work experience.

Other Information:

Hours: Employers surveyed report that most employees work full-time with an average work week of 40 hours. Part-time positions are available averaging 26 hours a week. Temporary, on-call positions average 20 hours a week.

Promotional Opportunities: Most employers surveyed report promotional opportunities to positions such as Supervisor, Manager, Purchasing or Maintenance.

Recruitment: Most employers surveyed report recruiting via newspaper ads. Many employers use the services of the Employment Development Department. Some employers use employees' referrals, public school/program referrals, unsolicited applicants, or in-house promotion or transfer.

DOT Code

Title

906.683-022

Light Truck Driver

Veterinary Assistants examine animals for a veterinarian. They prepare animals for surgery, perform post-operational medical treatment as needed, and give medications to animals. They usually work directly under the supervision of a veterinarian. They receive extensive training on the job and may also have some post secondary education such as trade school or junior college.

Alternate titles reported by employers for this occupation include Veterinary Technician and Kennel Technician.

Employment Trends

Occupational Forecast: ♦ 1993 2000 Change Separations

Size: Small 70 80 20 10

Approximate Growth Rate: 14% Slower than average

♦ Projections of Employment 1993-2000, LMID/EDD

Supply/Demand Assessment

Experienced: Employer demand is somewhat greater than the supply of qualified applicants. Employers may have some difficulty finding qualified applicants at times.

Inexperienced: Employer demand is somewhat greater than the supply of qualified applicants. Employers may have some difficulty finding qualified applicants at times.

Principal Employing Industries

	SIC
1. Veterinary Services for Animal Specialties	0742
2. Animal Specialty Services, Except Veterinary	0752

Wages/Fringe Benefits

	<i>Range</i>	<i>Median</i>
New, no Experience:	\$ 4.25 - 8.00	\$ 6.00
New, with Experience:	\$ 4.25 - 11.00	\$ 7.75
3 years + with Firm:	\$ 9.00 - 14.00	\$ 9.63

Fringe Benefits: Almost all employers surveyed provide full-time employees paid vacation, while most provide medical insurance. Many employers provide full-time employees retirement plans and paid sick leave. Some employers provide full-time employees dental insurance. Some employers offer paid sick leave and paid vacation to part-time employees.

Training, Experience and

Educational Background: Employers report most recent hires have a bachelor degree. Some employers report recent hires have a high school diploma or equivalent, or some college but no degree.

Other Requirements

Computer Software Skills: Most employers surveyed seek employees with database skills, and some employers seek employees with veterinary program applications, word processing and spreadsheet skills.

Entry Level Qualifications: **Technical:** Public contact skills and the abilities to follow laboratory procedures; follow feeding and handling requirements for animals; administer medications; assess emergency situations and set priorities quickly; accurately record and report information; and write effectively. **Personal or Other:** Oral communication skills, math skills, and the abilities to read and follow instructions and write legibly.

Related Work Experience: Most employers surveyed require between 6-12 months related work experience. Most employers will "sometimes" permit training to substitute for work experience.

Other Information:

Hours: Employers surveyed report that most employees work full-time with an average work week of 40 hours. Part-time positions are available averaging 25 hours a week.

Promotional Opportunities: Most employers surveyed report promotional opportunities to positions such as Assistant Manager and Head Nurse.

Recruitment: Almost all employers surveyed report recruiting via newspaper ads. Many employers also use employees' referrals. Some employers also hire unsolicited applicants, use in-house promotion or transfer, and public school or program referrals.

DOT Code**Title**

079.361-014

Veterinary Assistant, Veterinary Technician